

PROJECT NARRATIVE

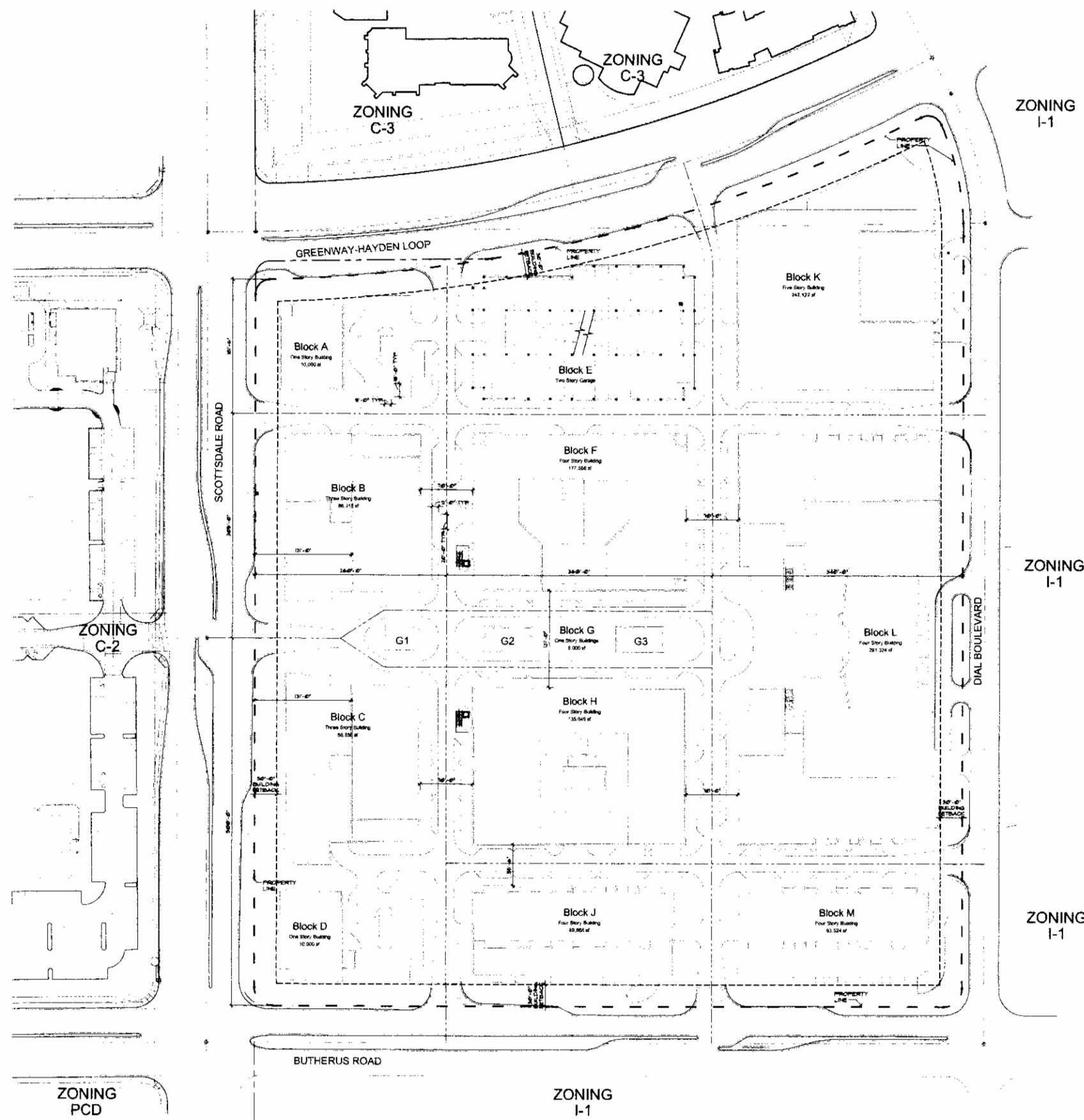
The project request is to rezone the property located at 15101 N. Scottsdale Rd. which encompasses 28.61 Gross AC of I-1 zoning to PRC within the Scottsdale Airpark. The property is located across the street from Kierland Commons on Scottsdale Rd in the City of Phoenix, on the west side. Butherus Dr is on the south side of the property and features a new 2-3 story office building. Dial Rd./ 73rd Street is on the east side of the property and currently has one, two, and three-story office buildings. Greenway-Hayden Loop on the north side features the Zocallo and Barcelona developments which includes one-story restaurants, and retail and a new two-story office and retail project called Barcelona Business Center currently under construction. The current site is improved with a 200,000 SF, structure currently utilized by Dial Reserch Facility all surface parked. The existing area has dramatically changed over the past 5 years, our zoning request will create an upscale mixed-use project that will reflect the changes in the market place and relate to the surrounding context.

Our zoning request is consistent with the General Plan designation for this area as a Mixed-Use Core. The existing site is underutilized and creates a "wasteland" pedestrian experience. The proposed request will allow for an exciting mixed-use project that will combine high-end sophisticated, retail, restaurants, office, residential, and hotel uses fully integrated creating a dynamic place for people to shop, live and work. The zoning modification will also allow for an increase in the current employment base on the site.

The project is conceived as a perceived extension of Kierland Commons by creating a grid of streets that are organized along a main street, with the focus of creating a dynamic and memorable pedestrian experience. The central space is modeled after a Central Park which will provide for meaningful open space to be enjoyed by the residents, shoppers, workers and visitors to the project. Surrounded by a canopy of beautiful palm trees, the Central Park will be lined with great shops, offices, residential uses and restaurants. The integration of the residential uses above the retail will create synergy and a strong sense of community. The Central Park are will become a great public space for the community and create a unique district within the City of Scottsdale that will become nationally and internationally renowned. The attention to detail in crafting a unique place involves understanding, integrity and providing for the comfort and convenience of the various users; misters, landscape, water features, pots, site furnishings, hardscape details and lighting will all be orchestrated together to create a unique and memorable place where people will want to linger and enjoy. The Central Park will provide for a great opportunity for the choreography of public art and other events. The architecture will be sensitive to the environment. Simple, Elegant, Clean, Upscale, and Sophisticated are words that describe the vision for the project.

The project consists of approximately 819,000 SF of Commercial uses, which include 276,551 SF of Retail/ Restaurants, 322,549 SF of Office, and 219,900 SF for a boutique hotel. In addition the project incorporates 405,876 SF of Residential units including Live/Work units. The total project accommodates approximately 1,224,876 SF of mix-use development.

The project provides parking for all the uses in a combination of surface, and structured parking spaces.



SITE DATA

Current Zoning	I-1
Proposed Zoning	P.R.C.
Gross Site Area	1,245,149.70 SF
28.51 Acres	
Net Site Area	1,024,555.00 SF
23.52 Acres	
Open Space Required	204,911 SF
-20% max. of Net Site Area	
Open Space Provided	206,531 SF
Minimum Internal Courtyard (1% net lot area)	10,245.55 SF
Frontage Open Space Required	51,228 SF
-25% of Open Space	
Frontage Open Space Provided	82,380 SF
Parking Lot Landscape Required	(20,619 x 15%) 3,093 SF
-15% of Total Parking lot area	
Parking Lot Landscape Provided	4,279 SF
Max Volume Ratio of Any Structure (16' x net lot area)	16,392,880 CF
Largest Building Volume (Block L - 270' x 560' x 60')	9,072,000 CF
Density Allowed (net lot area / 2000 sf per unit)	623 units
Density Proposed	430 units
Building Height Allowed	60' max
Building Setback	30' for 36' Building Height along Scottsdale Rd. 120' for 60' Building Height along Scottsdale Rd. 30' along all other streets
FAR Allowed (w/o residential)	0.8 (819,644 SF)
FAR Proposed	0.8 (815,242 SF)
Office Allowed (40% of Commercial)	(815,242 x .40) 326,096 SF
Office Proposed	320,104 SF
Residential Allowed (50% of Commercial)	(815,242 x .50) 407,621 SF
Residential Proposed	407,374 SF

TABULATIONS

Retail	244,543 SF
1 car / 200 sf	1,223 cars
Restaurant	31,290 SF
1 car / 80 sf	391 cars
Office	320,104 SF
1 car / 300 sf	1,067 cars
Hotel	219,305 SF (150 units)
1 car / room or unit	150 cars
Commercial Subtotal	815,242 SF
Commercial Parking Req'd	2,831 cars
Residential	407,374 SF
Varies by unit type (280 units)	420 cars
Total Building Area	1,221,118 SF
Total Parking Req'd	3,251 cars
Surface Parking Prov'd	162 cars
Structured Parking Prov'd	
Level B2	1,244 cars
Level B1	1,371 cars
Ground Level	222 cars
Level 2	164 cars
Level 3	164 cars
Total Parking Prov'd	3,327 cars
Accessible Req'd (4% of req'd parking)	129 cars
Accessible Prov'd	129 cars

VICINITY MAP

